

# ROU Brief - 2/28/96

For: AVP/RSM/RBM/ROM/KAM/RM-DFM/MC/PC/PRC/SC

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## FSC-38-A

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## I. DISTRIBUTE TO ALL FIELD SALES PERSONNEL

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### ➔ DORAL Box Introduction Updates

#### B1G1F Order Date

All orders for the DORAL Box B1G1F-Promotion 600895 must be called in on Monday, March 11 in order to be shipped to direct accounts by March 29. Any orders called in after March 11 will be subject to the normal three week lead time.

#### Corrected Item Numbers/Packing

Incorrect item numbers for DORAL Box carton end labels were listed in FSC-30-A and FSC-31-A. Please make the following corrections:

Item #499760 DORAL FF Box Carton End Labels-Packed 1/Sheet  
(incorrectly listed as #470444)

Item #499772 DORAL Lt Box Carton End Labels-Packed 1/Sheet  
(incorrectly listed as #470450)

The DORAL Full Flavor, Full Flavor Menthol and Lights Box Repacks (item #470453, #470462, #509522) are packed in SKUs of 1 (not 100 as listed in FSC letters).

Program Contact: Sharon Reid, extension #2584

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## II. ROU DETAIL

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### ➔ 1996 Partners Program Timetables

Per our second quarter workplan conference calls last week, you suggested a Partners Program Timetable would be helpful to you when planning your retail activity. Attached is a summary of key dates for implementation of our Partners Programs for 1996. Please treat second half 1996 promotional plans as confidential.

Program Contacts:     Dick Luongo, extension #6110  
                             Sharon Reid, extension #2584

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➔ **Forsyth Partners Vacation Awards and Spring Calling Card Programs Discontinued**

Due to limited interest from our Forsyth Partners and increased supplier cost, effective immediately the Vacation Awards and the Sprint Calling Card programs shown in the Forsyth Planning Guide have been discontinued. Forsyth Tobacco may offer these programs in the future as a "Special Offer" accrual promotion.

Program Contacts: Your Area Manager of Operations  
Gwen Scott, extension #3340

➔ **Retail Accrual Plan Contract Reporting**

Three issues that continually arise on the Accrual Program are (1) Chain Contract Responsibility, (2) Processing of Updates and (3) The Accuracy of the Statements. To assist you in managing this program, these three issues are addressed below.

1. **Chain Contract Responsibility Assignment:**

In order to effectively link chain accounts to the Retail Accrual Statement, the proper Pay Chain ID must be established. Make sure the Chain Responsibility Screen is accurate and complete. In order to pull a 1995 Co-Marketing Statement, the Chain Responsibility Screen must indicate a 1995 plan for example.

2. **Processing Timeline:**

The Retail Accrual Statements are processed at the close of business on Friday and are available to you on Monday. Any updates you make to plans or contracts will not be reflected on the Retail Accrual Statement until that following Monday.

3. **Accuracy of Statements:**

The Retail Accrual Statements are accurate when all administrative entries are accurate. The realignments in 1995 and the conversion of 1995 plans to 1996 plans did impact the statements for a short period of time. However, those situations have been corrected.

To improve accuracy long-term and to simplify capturing payments of debits, the Retail Account Statements have been revised. The month-to-month accruals and payments will now allow an accurate roll-up of assignment to division to region statements as well.

Additionally, when trouble-shooting to identify changes to the "funds available" total consider the following:

- Voided drafts may take a month to impact the statement. Utilize the Inquiry Screen off the Retail Accrual Menu to identify detail impacting the statement.
- You may also utilize the Partner Promotion Report in BPE Report #J61 to verify promotional SKUs that have been debited.

Program Contact: Bill Duffy, extension #5776

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### III. BEST PRACTICES

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➔ **Direct Account Promotion Performance Audit and Payment Request**

Division Manager Chris Gaskin and Promotional Coordinator Kathy Anderson, in the Atlanta Region, have develop a Direct Account Performance Form which combines the information that was previously on three separate forms.

The net result is that it makes it much easier for the Direct Account and the RJR Representative calling on this account to keep track on one piece of paper for each one of our promotions versus three. It also makes the reporting process much more manageable for the Coordinator.

Program Contact: Atlanta Region Operations Manager, Tom Bagby

➔ **Continuity/Discount Card UPC**

Debbie Kranz, Richmond Division Representative, recommends that the UPC codes for all the continuity cards be entered into each chain's scanning system. This would assist with execution and eliminate the Reps having to price each individual continuity card.

Program Contact: Richmond Region Operations Manager, Bill Noah

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# 1996 Partners Programs

Month →	February	May	June	September	October	November
Program →	CAMEL B3G3F	DORAL B2G1F	CAMEL B3G3F	DORAL B2G1F	CAMEL B3G3F	CAMEL B2G Lighter
			SALEM B2G2F NY, Phily	WINSTON B2G2F- SSA/Hou	SALEM B2G2F NY, Phily	WINSTON B2G2F- SSA/Hou
Make order cut-off (15)	10/16	1/12	③ 1/8	5/21	6/17	7/15
Contract signing cut-off (10)	N/A	2/19	3/25	6/24	7/22	8/19
All contracts entered into system (9)	N/A	2/23	3/29	6/28	7/26	8/23
① Determine exceptions to promotion SKUs (9)	N/A	2/23	3/29	6/28	7/26	8/23
System determines quantities (Internal) (9)	N/A	2/26	4/1	7/1	7/29	8/26
Allocations entered in Operating System (8)	10/30	3/1	4/5	7/5	8/2	8/30
Allocations available for viewing (8)	10/31	3/5	4/8	7/8	8/5	9/2
VAP transfer beginning/ending cut-off dates (7)	12/4 - 12/18	3/4 - 3/11	4/8 - 4/15	7/8 - 7/15	8/5 - 8/12	9/2 - 9/9
Allocations available for Order (6-7)	12/11	3/12	4/16	7/16	8/13	9/16
First Delivery Date to Direct Accounts (4) ②	1/2/96	4/1	5/6	8/5	9/2	9/30
DTS	1/29/96	4/29	6/3	9/2	9/30	10/28

① Can convert promotional SKUs into direct marketing dollars if promotional base portion of accruals also needed.

② First delivery date availability moved from 2 weeks to 4 weeks prior to DTS per Field requests to accommodate needed staging/shipping time for some accounts (McLane, Eli Witt, Eby Brown, etc.).

③ Timing accelerated for potential earlier use.

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Direct Account Promotion Performance Audit & Payment Request
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Promotion #: \_\_\_\_\_

Promotion Name: \_\_\_\_\_

Promotion Month: \_\_\_\_\_

Direct Account Name: \_\_\_\_\_

Direct Account #: \_\_\_\_\_

Total # of Displays to be Handled: \_\_\_\_\_

Product Needed to Pack Promotion:

Brand Styles	# Cases
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Estimated Ship Date to Retail: \_\_\_\_\_

Actual Ship Date to Retail: \_\_\_\_\_

Payment for VAP: \_\_\_\_\_ Cases x \$ \_\_\_\_\_ = \$ \_\_\_\_\_

Payment for DPC: \_\_\_\_\_ Displays x \$ \_\_\_\_\_ = \$ \_\_\_\_\_

Payment for DPC: \_\_\_\_\_ Packs x \$ \_\_\_\_\_ = \$ \_\_\_\_\_

Direct Account Signature \_\_\_\_\_ Date: \_\_\_\_\_

RJR Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Division/Territory: \_\_\_\_\_

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